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MAKE YOUR FIRM UNIQUE

PROFESSIONAL SERVICES MARKETING

Bleeding edge thinking on branding professional services.

# brandthinking

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## FULL ARTICLE

# Digital Cookbook: Create a Powerful "About Us" Section

By **Gayatri Bhalla**

Posted on 12/15/10 at 9:59 am



The "About Us" section of your website establishes an overall view, personality and philosophy of the firm. Similar to your [homepage](#), it communicates your firm's unique qualities.

1. Bring out your firm's human side by speaking in a human voice about what you stand for instead of just a review of what you do.
2. Claims are inherently incredible when it's you making the claim. Let third party accolades prove your point.
3. Use images, charts, graphs, diagrams, videos and maps to **illustrate** your history. No one will really care about the firm's history unless you bring it to life in some engaging way.
4. Enrich the user's virtual tour of your firm by cross-linking to your offices,



About **Gayatri Bhalla**  
Principal, Interactive Strategy

Gayatri Bhalla, Principal of Interactive Marketing, has over a dozen years of experience in the interactive marketing and strategy disciplines. She brings a depth of understanding and experience with new media platforms and knows how to marry marketing with meaningful technologies.

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practice areas and events.

5. Make it short and to the point. Get it over with. You can publish the book later.

Tags: [Digital Cookbook](#), [Marketing](#), [Web Design](#)

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By **Burkey Belser** and **Joe Walsh**

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